


Navigate - Using Email Campaigns with Nudges

Email Campaigns send a request to students to take a specific self-directed action which does NOT include scheduling an appointment.

1. Initiate a new enrollment campaign

- Click the Campaigns  icon from the navigation menu on the left side of the screen.
- In the *Student Campaigns* box on the right side of the screen, click [Add New](#) under *Email Campaign*.

Email Campaigns

Email a group of students on specified dates about certain things they may need to do or attend.



2. Define the enrollment campaign parameters

- Under *Define Campaign*, enter:
 - Campaign Name: be as specific as possible. Include the goal of the campaign, the student population, and the semester in which the campaign will be launched.
EXAMPLE: *Spring 2022 Freshmen Registration Reminders*
 - Tracking URL: Copy and paste the link that students will need to click on to complete the desired action.
EXAMPLE: <https://www.etsu.edu/reg/registration/resources.php>
 - Tracking URL Display Value: type the wording that will appear as a clickable link.
EXAMPLE: *For registration guides and information, click here!*
- Click [Continue](#).

3. Select recipients for (add students to) the campaign

- To select all assigned students, scroll to the bottom of the page and click the checkbox for [My Students Only](#).
- To select a subset of students, do one of three things:
 - Copy and paste a list of student E Numbers into the *Keywords (First Name, Last Name, E-mail, Student ID)* box (up to 100 E Numbers). E Numbers must only be separated by spaces (no commas or semicolons required). To copy and paste from an excel spreadsheet, select the cells containing E numbers in the spreadsheet, right click and copy, then right click and paste into the *Keywords (First Name, Last Name, E-mail, Student ID)* box.
 - Upload a student list (see the Upload a Student List guide) first. Under Student Information, click inside the *Student List (In Any of These)* box. Select the name of the appropriate list from the drop-down menu.
 - Input parameters under *Student Information, Enrollment History, Area of Study, Term Data, Performance Data, Course Data, Assigned To, and/or Success Indicators*.
- Click [Search](#).
- Review the search parameters at the top of the returned result page. If needed, click [Modify Search](#) to add, remove, or edit search parameters.

- Review the returned student list. Select students by clicking the boxes next to individual students' names or by clicking the *ALL* checkbox at the top of the list. If the list contains more than 100 students, click *100 items on this page are selected. [Select all 101 items](#)* to select all recipients in the list.
- Click *Continue*.
- On the *Review Students In Campaign* page, double check the recipient list. To delete students, click the check box next to their name, click *Actions* at the top left of the list, and click *Remove Selected Users*.
- To add more students to the campaign, click *Add More Students* at the bottom left of the page.
- Click *Continue*.

4. Compose an email message for the campaign

- Under *Nudges*, click *Add Nudge*.
- On the new page that loads, under *Add Nudge* enter:
 - Subject*: choose a catchy subject line for the email
 - Message*: Remove or change the *Register Today* header. Edit the message to include additional information
 - Some merge tags will be auto-filled in the message. Use others as needed by copying and pasting the entire merge tag. Example: *{Student_last_name}*
 - Attachment*: add attachment(s) as desired
 - Send Date*: select the initial date for the email to be sent to students
- Under *Preview Email*, review the email as it will appear to students. Edit for formatting in the *Add Nudge* pane as desired.
- Click *Save Nudge*.
- More nudges may be scheduled by clicking *Add Nudge*. Continue to add as many nudge reminder emails on as many dates as benefits the campaign goals.

NOTE: Your *Email Campaign* "ends" when your last message is sent. However, you can continue to add Nudges after the last message is sent, if this is helpful to your *Email Campaign*.

5. Confirm and send the campaign email

- Review the *defined campaign, recipients, nudges, and success message*.
- Click *Start Campaign*. The first email nudge will be sent on the morning of the date defined during Step 4.